

Competency: COMMUNICATE

Make ideas and information understood, mindful of audience, purpose, and setting. Listen to what others communicate.

This rubric contains both domains and individual criteria for the highest level of performance relative to the competency. You may wish to use this as a beginning point for the development of competency-based rubrics that employ kid-friendly language. The goal of this document is to remind you of the “end goal” for each competency, ensuring that the local rubrics you create are calibrated to a high level of rigor.

Domains with Criteria	Highest Level of Performance
FOCUS	
Story	Identifies the “big ideas” about a topic or concept and places them in a focused, compelling context that the audience will vividly remember.
Supporting Documentation	Synthesizes a variety of information sources to comprehensively support the “big idea.”
Sequence	Topics are arranged in a sequence that helps the audience remember the “big ideas.” Some aspects of the topic arrangement support surprise or continued engagement from the audience.
Mechanics and Grammar	Communication is clear and understandable. Communication employs standard conventions effectively, but intentionally breaks rules to appeal to specific contexts or emotions.
VOICE	
Empathy and Background Knowledge	Effectively uses empathy to take the perspective of the audience while crafting the communication. Is able to consider the needs of the audience and respond to them flexibly. Creates a feeling of rapport with the audience. Shows awareness of the audience’s level of expertise. If appropriate, provides opportunities for participants to share their level of expertise and possible misconceptions. Provides background knowledge that is aligned to cultural expectations and fosters superior comprehension of the communication.
Awareness of Setting and Discipline	Considers the setting of the communication and crafts an appropriate response. Metacognitively plans for presentations or expressions that fit discipline-based norms. (i.e. uses technical writing in a science report, etc.)
PURPOSE	
Medium	Selects and uses the most effective tools, resources and technologies to express and share the communication.
Flexibility of Concepts	Selected message relies on broad underpinnings of a concept or discipline, and the “big ideas” can be transferred to other situations when asked.
Language Selection	Language selected precisely describes and explains content using words relative to the subject or discipline. The selected language significantly enhances the clarity of the communication.